HOTEL MANAGEMENT TAILORED TO FIT

www.alephhospitality.com

ALEPH
HOSPITALITY

ALEPH HOSPITALITY IS THE LEADING INDEPENDENT HOTEL MANAGEMENT COMPANY IN THE MIDDLE EAST AND AFRICA

In-depth local market knowledge

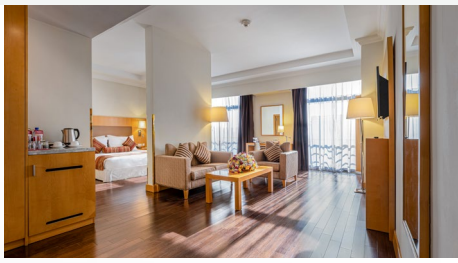
Several decades' experience working with the world's largest hotel companies

Company culture based on trust responsiveness and flexibility

Superior results for hotel owners

Exceptional hospitality experience for guests

Rewarding environment for employees



CASE STUDY HOTEL IN ETHIOPIA

Aleph Hospitality had a substantially positive - and immediate - impact on operating performance.
In the first six months alone after taking over:

Increased RevPAR by **↑ 30%**

Stabilised the hotel property team, resulting in less than **↓ 3%** staff turnover

Increased guest satisfaction scores by **↑ 25%**

A TRUSTED PARTNER TO THE WORLD'S BEST HOTEL BRANDS

MARRIOTT
Best Western Hotels & Resorts
Hilton HOTELS & RESORTS
HYATT
WYNDHAM HOTEL GROUP
IHG HOTELS & RESORTS
RADISSON HOTEL GROUP
ACCOR

OUR PORTFOLIO

MIDDLE EAST & AFRICA

URBAN & RESORT, BRANDED & UNBRANDED HOTELS,
NEW BUILDS & CONVERSIONS.

ETHIOPIA

Ramada by Wyndham Addis

KENYA

Best Western Plus / Nairobi
Protea by Marriott / Kisumu
Boma Hotel / Nairobi
Boma Inn / Nairobi
Boma Inn / Eldoret
3 Star hotel / Mombasa

QATAR

La Maison Hotel Doha

UGANDA

A'lure Hotel & Suites / Kampala
Masheda Palms Resort / Kampala

TANZANIA

Moja Tuu / Zanzibar
Hakuna Majiwe / Zanzibar

LIBERIA

Four Points by Sheraton / Monrovia

GHANA

The Pelican Accra

CONGO

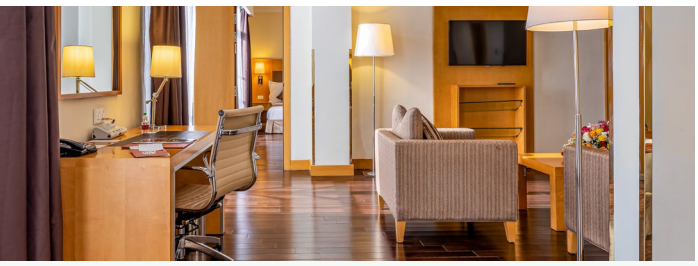
Kertel Suites / Kinshasa

RWANDA

Century Park Hotel & Residences / Kigali
M Gallery Kigali
Ujiri Court / Kigali

CAMEROON

InterContinental Yaounde
Holiday Inn Douala
Holiday Inn Yaounde



A unique combination of in-depth local knowledge & vast international experience.

> 130+ YEARS
Hospitality experience

> 100+ YEARS working with hotels in the Middle East and Africa

> 200+ MARKETS
covered across 5 continents

ALEPH HOSPITALITY

> Established networks, both locally and around the globe, driving revenues up and costs down

> True understanding of the needs of our owners and the market dynamics they face

> First-hand knowledge of international best practices, leveraged to unlock the full potential of each asset

HOW WE WORK WITH BRANDED HOTELS

When operating branded hotels, we share objectives, with a complementary approach: two specialist companies working together to drive superior returns for hotel owners

HOTEL BRAND		ALEPH HOSPITALITY
Proven global distribution system, including loyalty programme, global sales team, global brand marketing initiatives.	Revenue Generation	Detailed and bespoke, hotel-specific, sales and marketing plan, dedicated revenue management support and local personnel.
Unrivalled purchasing power, delivering favourable terms with major global suppliers such as OTAs and merchant banks.	Cost Control	Extensive local network, delivering enterprise level agreements with regional suppliers and clustered shared services.
Global approach, focused on driving brand equity and market penetration, setting strategic direction, delivering macro performance metrics.	Approach	Local approach, focused on driving owner and guest satisfaction, managing day-to-day operations, delivering detailed performance metrics.

A PROVEN PARTNERSHIP

The combination of a hotel brand plus an independent management company such as Aleph Hospitality is proven to drive growth

An established model in the U.S., where the top ten third-party management companies alone account for more than 450,000 guest rooms[1].

The model offers the best of both worlds to owners; the global distribution system of a brand coupled with the local expertise and personal service of a management company.

1 - HotelManagement.net, 2019 Hotel Management Survey: Top Third-Party Management Companies, April 2019

"HVS CONCLUDES THAT THIRD PARTY MANAGEMENT COMPANIES ENCOURAGE EXPANSION BOTH FOR THE FRANCHISOR AND THE OWNER"

Hotel Analyst,
Third Party Management Companies: Key Trends and Issues

HOW WE WORK WITH UNBRANDED HOTELS

For unbranded hotels we leverage our in-depth, first-hand knowledge of international best practices and operating standards to drive superior returns for owners

Access to international best practices and operating standards without the cost or constraints of a global brand franchise.

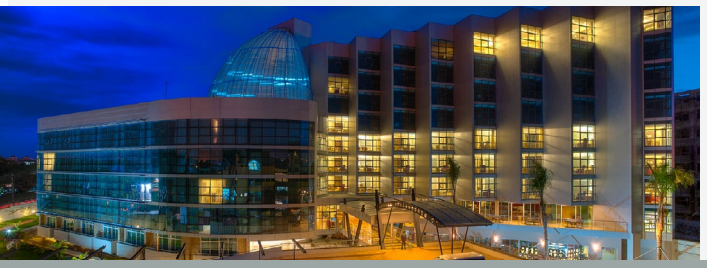
Relief from the day-to-day operation of your asset.

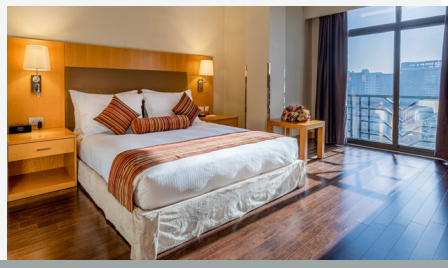
Turnaround of existing hotels to more effectively compete in today's rapidly changing marketplace.

Low-risk operating model with flexible contract terms and performance-related fee structures.

Ability to retain existing hotel name.

Access to enterprise-level agreements and clustered central services delivering greater efficiency and economies of scale.





SUCCESS STORIES

Aleph Hospitality has a track record of improving projected ROI right from the outset of a project

SECURING BRAND FRANCHISES

Unlocked brand franchise for an 80-room hotel in a secondary location not considered by the brand previously

VALUE - ENGINEERING

Optimised space utilisation to increase room count from 80 to 111 keys

PROVIDING STRATEGIC COUNSEL

Recommended the downsizing of a project from 450 to 250 keys to better match market demand

OUR APPROACH

Owner-centric – our core customer is you. All of our decisions are made with your best interests in mind

Personalised – we tailor our services to meet your precise needs

Results-oriented – our state of the art systems and SOPs are built on industry best practices and designed to generate consistently superior returns

WE'RE GROWING RAPIDLY. JOIN US AND YOU WILL TOO.

Speak to us to find out how our hotel management solutions can be tailored to your needs.

BANI HADDAD
Founder &
Managing Director

NEIL GEORGE
Executive Director

JAD SHAMSEDDIN
Chief Operating Officer

CLEMENCE LORMAND
Development

TARIQ DOWIDAR
Vice President – Saudi Arabia

Mazaya Business Avenue BB2, JLT Office 3203/04
PO Box 941044 Dubai, UAE +971 4 2436222

info@alephhospitality.com
www.alephhospitality.com

Instagram @Alephhospitality
Linkedin www.linkedin.com/company/aleph-hospitality

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